

# JUN LIM

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Brooklyn, NY

## EDUCATION

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### Northwestern University

Evanston, IL

Bachelor of Sciences in **Organizational Change** | Minor in **Psychology** | Certificate in **Entrepreneurship**

Honors: Dean's list 6 of 9 quarters

Relevant Courses: Organizational Theory and Practice, Emotional Intelligence, Storytelling for Business, Entrepreneurial Endurance

## WORK EXPERIENCE

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### Founder & Executive Producer

December 2022 – June 2024

*GROOVY BASEMENT LLC*

- Oversaw end-to-end experiential campaigns including immersion events, guerrilla marketing, influencer activations, and gamified events, while coordinating visual media, PR, and talent teams.
- Acquired & managed partnerships including Red Bull and Theme House for 1-5K attendee event production.
- Secured contracts and effective communications with venues, vendors, stakeholders, and production teams for event logistics.
- Simultaneously directed multiple projects in visual media and merchandise production, accruing 2M+ in views and engagement and netting 325%+ revenue growth over multiple 2-month seasonal 360 campaigns.

### Event Coordinator

July 2022 - December 2023

*BOOM CRACK! Dance Company*

- Coordinated event logistics with HP and other global companies for high-profile, internationally televised events with up to 5K in-person and 3M+ virtual attendees.
- Conducted direct on-site management for event timeline, AV set-up, troubleshooting, and client communications.

### Executive Manager

June 2021 – December 2022

*Taekwondo Korea Center, Inc.*

- Executed community events with up to 4K+ attendees in tandem with the city government and chamber of commerce, coordinating 50+ vendors, talents, and volunteer organizations.
- Optimized cross-functional teams through organizational development strategies, scaling operations from X to 2.5X and netting 225% revenue growth in 6 months.

### Operations Manager

August 2020 - June 2021

*Iron Age Steakhouse*

- Coordinated daily operations for special event reservations for high-profiles and 200+ person organizations in an extreme-pace environment, achieving 135%+ revenue in the course of 6 months, netting up to \$110K in sales per week.

### Learning & Development Intern

June 2019 - September 2019

*Boys & Girls Clubs of San Francisco*

- Partnered with company leadership to design and execute an all-location talent development event for 500+ professionals.

## SELECT EVENT PRODUCTION EXPERIENCE

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GROOVY x Reveal Summer Showcase (2023)

Executive Producer

Red Bull

HP Amplify Partner Conference (2023)

Event Coordinator

HP (Hewlett-Packard)

APIDA Night Market (2023)

Speaker, Producer

FCB (Foote, Cone & Belding)

GROOVY presents Creative Playground (2022)

Executive Producer

Red Bull

Hometown Days Festival (2022)

Community Coordinator

United City of Yorkville

National Taekwondo Charity Foundation

MC (Master of Ceremony)

NTCF

Championships (2021)

With Love, KASA with DEAN and JUNNY (2019)

Talent Manager

Korean American Student Association

Produce KASA with San-E (2018)

Performance Coordinator

Korean American Student Association

## SKILLS & ACHIEVEMENTS

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**Computer:** Web Design, E-Commerce, CRM Systems, Google Suites, Microsoft Tools

**Marketing:** Brand Activation, Visual Media Production, Merchandise Production, AV Support

**Business:** Organizational Development (OD) Consulting, Sponsorship Acquisition and Relations, Partnership Relations, Client Communications, Stakeholder Communications, Leadership, Team Management, Negotiation

**Language:** English (Fluent), Korean (Native), Spanish (Written Proficiency)

**Athletics:** 3-time USA National Champion (Taekwondo), MMA, Boxing